

CLAIMS

1. A method of presenting content associated with broadcast program in a user terminal of a telecommunication system, **characterized** by:

- 5 broadcasting a media stream by a broadcast system;
 generating a group of content items associated with the media stream;
 attaching to the content items timing information to indicate the timing for presenting a content item;
10 delivering the group of content items with the timing information to the user terminal;
 presenting the content items in the user terminal in a first mode wherein a presentation element corresponding to a content item is changed to another presentation element according to the timing information of the content item, or in a second mode wherein a presentation element is changed to another presentation element in response to a user action;
15 allowing transition from the second mode to the first mode only by authorization according to a pre-defined procedure.

2. A method according to claim 1, **characterized** by
20 providing a presentation element as a slide in the terminal display;
 and
 including in the presentation element a display element for activating a user action that transits the user terminal from the first mode to the second mode.

- 25 3. A method according to claim 2, **characterized** by the display element being a on-screen button in the terminal display.

4. A method according to claim 1, **characterized** by
 attaching to the content item mode information to indicate whether presenting of the content item relates to a transition to the first mode of the user terminal or to the second mode of the user terminal;
30 changing the mode of the user terminal according to the mode information of the content item currently presented by the user terminal.

5. A method according to any of the claims 1 to 4, **characterized** by
35 generating the group of content items to correspond with one pro-

gram or a segment of one program of the media stream;

storing the group of content items in the user terminal;

retrieving, when the user terminal is in the first mode, a content item for presentation according to the timing information.

5 6. A method according to any of the claims 1 to 4, **characterized** by

generating a content item while broadcasting the associated program in the media stream;

10 indicating in the timing information that the content item is to be presented immediately at reception.

7. A method according to any of the claims 1 to 6, **characterized** by authorizing the transition from the second mode to the first mode by a user action in the user terminal.

15 8. A method according to any of the claims 1 to 6, **characterized** by

measuring the duration of a user inactivity while the user terminal is in the first mode;

authorizing the transition from the second mode to the first mode by the duration of the user inactivity exceeding a pre-defined limit.

20 9. A method according to any of the claims 1 to 6, **characterized** by authorizing the transition from the second mode to the first mode in response to an authorizing signal received from a telecommunication system.

25 10. A media system (10) comprising a broadcast system (100), a telecommunication system (110), a content processing system (120, 130), and a user terminal (150), **characterized** in that

the broadcast system (100) is configured to broadcast a media stream;

the content processing system (120, 130) is configured to generate a group of content items associated with the media stream;

30 the content processing system (120, 130) is configured to attach to the content items timing information to indicate the timing for presenting a content item;

35 the user terminal (150) is configured to present the content items in the user terminal in a first mode, wherein a presentation element corresponding to a content item is changed to another presentation element according to the timing information of the content item, or in a second mode wherein a

presentation element is changed to another presentation element in response to a user action;

the user terminal (150) is configured to transit from the second mode to the first mode only by authorization according to a pre-defined procedure.

11. A system according to claim 10, **characterized** in that the user terminal (150) is configured to provide a presentation element as a slide (66) in the terminal display; and to include in the presentation element a display element for activating a user action that transits the user terminal from the first mode to the second mode.

12. A system according to claim 11, **characterized** in that the display element (66) is a on-screen button in the user interface of the user terminal.

13. A system according to claim 10, **characterized** in that the content processing system (120, 130) is configured to attach to the content item mode information to indicate whether presenting the content item to a transition to the first mode of the user terminal or to the second mode of the user terminal;

the user terminal (150) is configured to change its mode according to the mode information of the displayed content item.

14. A system according to any of the claims 10 to 13, **characterized** in that the content processing system (120, 130) is configured to generate the group of content items to correspond with one program or a segment of one program of the media stream;

the user terminal (150) is configured to store the group of content items in the user terminal;

the user terminal (150) is configured to retrieve, when the user terminal is in the first mode, a content item for presenting according to the timing information.

15. A system according to any of the claims 10 to 13, **characterized** in that

the content processing system (120, 130) is configured to generate a content item while broadcasting the associated program in the media stream;

the content processing system (120, 130) is configured to indicate in the timing information that the content item is to be presented immediately at

reception.

16. A system according to any of the claims 10 to 15, **characterized** in that the user terminal (150) is configured to enter the first mode from the second mode in response to authorization by a user action in the user terminal.

17. A system according to any of the claims 10 to 15, **characterized** in that the user terminal (150) is configured to measure the duration of a user inactivity while the user terminal is in the first mode;

the user terminal (150) is configured to enter the first mode from the second mode in response to authorization by the duration of the user inactivity exceeding a pre-defined limit.

18. A system according to any of the claims 10 to 15, **characterized** in that the user terminal (150) is configured to enter the first mode from the second mode in response to an authorizing signal received from a telecommunication system.

19. A user terminal (150) in a telecommunication system (110) of a media system (10), said media system comprising a broadcast system (100) for broadcasting a media stream, **characterized** in that the user terminal comprises

means (400, 402) for receiving a group of content items associated with the media stream with timing information to indicate the timing for presenting a content item;

means (402, 404, 408, 410, 414) for presenting the content items in the user terminal in a first mode wherein a presentation element corresponding to a content item is changed to another presentation element according to the timing information of the content item, or in a second mode wherein a presentation element is changed to another presentation element in response to a user action;

means (414) for allowing transition from the second mode to the first mode only by authorization according to a pre-defined procedure.

20. A user terminal according to claim 19, **characterized** in that the user terminal (150) is configured to provide a presentation element as a slide (66) in the terminal display; and to include in the presentation element a display element for activating a user action that transits the user terminal from the first mode to the second mode.

21. A user terminal according to claim 20, **characterized** in that the display element (66) is a on-screen button in the user interface of the user terminal.

22. A user terminal according to claim 10, **characterized** in
5 that

the user terminal user terminal (150) is configured to receive from the content processing means (120, 130) mode information in the content item to indicate whether displaying of the content item relates to a transition to the first mode of the user terminal or to the second mode of the user terminal;

10 the user terminal (150) is configured to change its mode according to the mode information of the displayed content item.

23. A user terminal according to any of the claims 19 to 22, **characterized** in that the user terminal (150) is configured to enter the first mode from the second mode in response to authorization by a user action
15 in the user terminal.

24. A user terminal according to any of the claims 19 to 22, **characterized** in that

the user terminal (150) is configured to measure the duration of a user inactivity while the user terminal is in the first mode;

20 the user terminal (150) is configured to enter the first mode from the second mode in response to authorization by the duration of the user inactivity exceeding a pre-defined limit.

25. A user terminal according to any of the claims 19 to 22, **characterized** in that the user terminal (150) is configured to enter the first mode from the second mode in response to an authorizing signal received from a telecommunication system.

26. A user terminal according to any of the claims 19 to 25, **characterized** in that the user terminal is configured to display an indicator (68) for indicating the current operating mode of the terminal.

30 27. A server (130) in a media system (10) comprising a broadcast system (100), a telecommunication system (110), a content creation tool (120), and a user terminal (150), **characterized** in that

the server (130) is configured to receive from the content creation tool (120) a group of content items associated with the media stream with timing information to indicate the timing for presenting a content item;

35 the server (130) is configured to receive from the user terminal a

signal for indicating whether the user terminal (150) is in a first mode wherein a presentation element corresponding to a content item is changed to another presentation element according to the timing information of the content item, or in a second mode wherein a presentation element is changed to another presentation element in response to a user action;

the server is configured to transmit content items to the user terminal (150) when the user terminal (150) is in a first mode;

the server is configured not to transmit content items when the user terminal (150) is in a second mode.

28. A server according to claim 27, **characterized** in that the server (130) is configured to send to the user terminal (150) an authorizing signal for authorizing transition to the first mode from the second mode.